

Promotional Strategies - AIDA

AIDA Sales Process		Influenced by
	<p>Awareness You can't buy what you don't know about!</p> <p>Interest Is the offering a likely fit for the need?</p> <p>Desire Demand: Is the product desired over all alternatives?</p> <p>Action (Sale) Can a sale be consummated?</p>	<p>Promotions & Sales Channel</p> <p>Promotions & Product</p> <p>Product & Price & Sales Channel</p> <p>Product Availability, Budget, Authority...</p>



Achieving AIDA



Attention: People see a tweet, a picture, an article & it grabs their attention.

Interest: They like it, they follow you, they subscribe to your list/like your page.

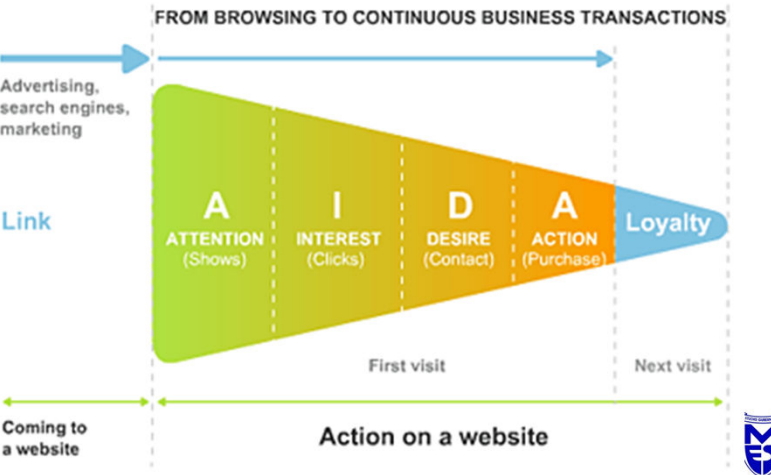
Desire: They've been reading your blog for months now, have listened to audio/watched video. They know, like and trust you.

Action: They buy your book, review it and recommend it to a friend.



Achieving AIDA

FROM BROWSING TO CONTINUOUS BUSINESS TRANSACTIONS



Advertising, search engines, marketing (indicated by a blue arrow pointing to the start of the funnel)

Link (indicated by a blue arrow pointing to the start of the funnel)


Coming to a website (indicated by a green arrow pointing to the start of the funnel)

First visit (indicated by a green arrow pointing to the end of the first visit)

Next visit (indicated by a green arrow pointing to the end of the next visit)

Action on a website (indicated by a green arrow pointing to the end of the next visit)


Loyalty (indicated by a blue arrow pointing to the end of the funnel)

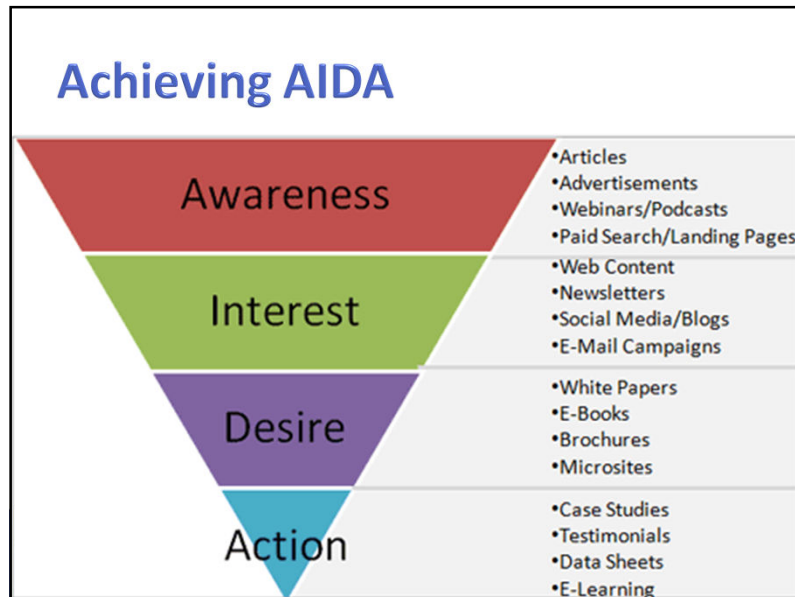


Achieving AIDA

AIDA and the Promotional Mix

	Awareness	Interest	Desire	Action
<i>Advertising</i>	Very effective	Very effective	Somewhat effective	Not effective
<i>Public Relations</i>	Very effective	Very effective	Very effective	Not effective
<i>Sales Promotion</i>	Somewhat effective	Somewhat effective	Very effective	Very effective
<i>Personal Selling</i>	Somewhat effective	Very effective	Very effective	Somewhat effective





DAGMAR

DAG-AIDA-MAR

*Defining **a**dvertising **g**oals for **m**easured **a**dvertising **r**esults*

A process of establishing goals for a promotion campaign and determining afterwards whether or not the campaign has been successful.

e.g. 'increase sales by 5%'; 'increase customer awareness of the brand by 70%'

Advertising/promotion uses AIDA to create and DAGMAR to set goals and measure success.



Integrated Marketing Strategy

You may need to suggest and justify an appropriate and integrated marketing strategy for a product.

Things you may need to consider are target market/segmentation, the 4Ps and international marketing issues and how to ensure they compliment each other.

There is also the aspect of coordination and integration with the needs of other departments (finance, HR, ops etc.)



Suggest and justify a marketing strategy for XYZ Ltd...16 marks

What are the objectives?



What strategies can help achieve them? How will they integrate?



How can we measure how effective they've been (DAGMAR? Market share? Sales? Loyalty?)

